

# Claims

- [c1] 1. A system and method to access real-time broadcast information by a communicating access device communicating with main server A over a switched network, the method comprising the steps of: Server A local repository is initialized with world broadcast stations fixed data e.g. call letters, RF allocation, Station Alias, GPS coordinates etc. Caller and server A are steady state connected over duplex Said caller speaks desired service request station call letters, city, state and country or enters the same by keypad Said server A, camps the said caller Said server A decodes received service request or via speech to text decoding or via DTMF decoding Said server A using the said decoded message pulls pre-stored information the ip address, or telephone number from its local repository about the desired service provider Said server A, making use of the said information initiates a web connection as a default Said server A when in switched steady-state with the said service provider initiates a simplex conference with the said camped caller. 2. Said server of claim 1 may use camp call back feature. 3. Said caller of claim 1, may pre-register his request and enable auto schedule call to the

desired service provider with charge back feature authorized. 4. Said server A of claim 3, initiates, maintains and terminates the simplex conference for predetermined time and duration. 5. A method to extract audio bits from digital TV broadcast using standard multimedia coding schemes. 6. Said service request of claim 1, can be to a digital TV broadcast, using method of as said in 5 for tunneling TV audio over said simplex conference with said caller of claim 1. 7. A method to record, playback, add, change, delete an audio or a multimedia short clip, when accessed by a communicating device over a switched network to a commercial server B. 8. A method to access real-time broadcast information to a pre-recorded commercial clip by a communicating access device communicating with the main commercial server B over a switched network, the method comprising the steps of: establishing a steady-state switched connection with the commercial server B. Using interactive dialogue response said server B narrows said caller request say restaurants to menu to cheese to Pizza Server B camps the caller Sever B decodes the received service request by said caller Server B retrieves from its local repository a pre-stored promotional commercial clip like 20% off with this id as said in 7 Server B, retrieves camped call and initiates a simplex conference bridge 9. Said server B of claim 8 may use camp call back feature. 10. Said caller of

claim 8, may pre-register his request with his own defined promotion alert and enable auto schedule call to when such a promotion is entered with said server B by a promoter say a companion ticket free. 11. Said server B of claim 8, initiates, maintains and terminates the simplex conference for predetermined time and duration.

12. An article of manufacture comprising a computer usable medium having a computer readable program code embodied therein that receives data content, said data content sent from a subscriber communicating device via a network, wherein said network is Public/and or Private, Switched/and or Packet, Wired/Wireless/Satellite/and or Digital Broadcast Networks, b. computer readable program code parsing said content to extract data content based upon said source station information; c. computer readable program code identifying a server discovery for which said extracted data content is to be routed; d. computer readable program code performing actions as instructed by the service gateway.